



Our Digital Media

Soul Of Digital Marketing

Those looking for a new career in digital marketing or Who want to improve their marketability to potential employers !!!

ABOUT US

You will learn from our qualified experts, who will provide you with invaluable learning tips and methods which help you apply what you learn online in the real world. Our industry interface is exceptional and can help you to find the best career opportunity in digital marketing.

OUR SUCCESS

STUDENTS
17900+

WORKSHOPS
2000+

LIVE PROJECTS
544+

AWARDS
10+

OUR VISION

Mr. Balaji.E (B.Com IT, MBA - Marketing)

Managing Director & Head Trainer

The buyer persona is changing Day-By-Day in this Digital World. Learning Digital Marketing and E-commerce Courses will enhance your Skills & Knowledge. Our Digital Marketing Program will help you to sustain yourself in the exciting, quick-paced business world.

We provide High-Skilled, Industry Ready Digital Marketing Trainers who can fulfill the massive demand in these fast-growing sectors. Our Vision is to educate **1+ Million** Students through our **Workshops, Guest Lectures, Personal Home Training, and Online / Offline Classes.**



200+ MODULES

Basic to Advance Modules



10 CERTIFICATION

Include Google & ODM Certificate



INTERNSHIP

Paid Internship Opportunity

ABOUT US

This program is designed to transform you into a digital marketing expert and take up your career to the next level. It will enable you to leverage on digital marketing strategies to drive higher growth and revenue.

Follow us



GET IT ON
Google Play

Download on the
App Store



20+
Qualified Faculty

10 + Certification

Video
Tutorials

15+ Add On

Weekly
Assessment

EMI
Facility

Personal Home
Training

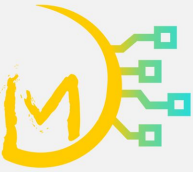
Online Training

50+ Tools

128 GB Pendrive
(Video, Case Study etc.,)

Dedicated
Classroom Trainer

24/7 Students
Guidance



OUR DIGITAL MEDIA
Soul of Digital Marketing

Get Up to 20% Offer



Learn
Upgrade
Explore

WHO SHOULD TAKE THIS COURSE?

- Anyone who is looking for career advancement and wants to learn additional skills which add value to their career.
- People who want to achieve specific learning objectives in a short span and master the skills for a competitive advantage in their career.
- Digital marketing professionals who want to enhance their career prospects and growth in their workplace.
- Traditional marketing professionals who want to keep up with the times and participate in the Advance Digital Marketing Program to scale up and stay current.
- Small & Medium entrepreneurs who want to capitalize on the possible online business growth. Which helps them to drive more sales and conversion.

97%

of our Certified Members are currently employed

89%

were promoted after earning their Certification

91%

of our Members are working as Senior and Management level

AFFILIATE PARTNERS

WebFX

Google Partner

Microsoft Gold Partner

Google Ads

facebook

lynda.com

HubSpot
CERTIFIED PARTNER

Google Analytics

WordPress

ahrefs

GLOBAL PRESENCE LEARNERS FROM 30+ COUNTRIES



GET HANDS ON EXPERIENCE IN THESE TOOLS



LEARNING METHODOLOGY

Delivery in Classroom/ Online Mode

Learn through online live sessions from top faculty along with self-paced learning through pre-recorded videos and other comprehensive learning materials. Get more practical exposure with boot camps and workshops in physical mode.

Project Centric Learning

Get an in-depth understanding of each module through an academic project and multiple assignments. Uncover the experiential learning experience with individual and group projects for a better understanding of the concepts.

Industry Webinar From Guest Faculty

Learn and master your skills with online webinars by top industry experts around the world who will share their real-time subject knowledge & experiences.

Self Study Material

Pre-recorded audio-video lectures are available on the LMS Platform. Training materials like PDFs, videos, and pre-recorded case studies make learning more immersive, interactive, and interesting.

Online Bootcamps & Workshops

Our live classrooms organize intense boot camps and workshops that give you an opportunity to practically learn all the necessary skills that companies actually look for in a potential candidate when they start hiring.

Discussion Forums

Interact through online discussion forums on the LMS. Share or exchange innovative ideas and opinions with your peers and faculty members to bolster your learning experience.

Industry Tools & Case Studies

Learn premium tools used by the industry professionals and explore various case studies involving growth strategies in different domains and get real-time practical exposure to how brands function.

Job shadowing

Secure a part-time job with our corporate clients right from the start of the program. Gain one-of-a-kind practical exposure and valuable insights into job requirements and the tasks provided.

Top-Notch LMS Platform

Get round-the-clock (24x7) access to our comprehensive study materials online to upskill anywhere, any time, and any number of times, at your convenience.

GET STARTED TODAY !!!

"THERE ARE NO SHORTCUTS TO ANY PLACE WORTH GOING"

WHAT WILL I LEARN?

Digital Marketing is a obvious pathway to make massive money. Whether you're a student, a job aspirant, a professional, a housewife, or an ambitious dreamer, Digital Marketing will pave a way for you to make your dreams turn into reality.



CORE VALUE WHAT YOU GAIN

- Find your audience using the right media channel. Win hearts and minds and make your followers grow and grow and grow.
- Make your website visible to more humans thanks to Search Engine Optimization (SEO) techniques.
- Drive the right traffic to your website through smarter Pay-Per-Click (PPC) advertising.
- Create compelling digital display campaigns.
- Capture, segment, and manage subscribers for fruitful email marketing campaigns.
- Discover what works by measuring and optimizing social media campaigns. Then discover what works even better.
- Leverage mobile marketing for a precision micro-targeting edge.
- Create a cohesive digital marketing strategy for your business
- Take over the world



Expand your Business



Start an E-Commerce Store



Be a Freelancing Giant



Be a Freelancing Giant

Your In Digital World

The future belongs to those who learn more skills and combine them in creative ways.

"Commitment is the foundation of great accomplishments"

Lets Drive Into Course Modules

INTRODUCTION TO DIGITAL MARKETING

What's it all about? How do you reach customers? How can traditional and digital media work together to create a water-tight campaign that speaks its truth across any and every channel? This module takes you through all the basics, helps you explore the buyer journey, and stays rooted in practice. The goal is always to keep things clear and actionable

Topic's

Principles of Digital Marketing

- Digital Marketing Basic
- Digital Marketing Concept
- Setting Strategy Objectives and KPIs
- Digital Strategy Research
- Developing a Creative Strategy
- Executing a Digital Marketing Strategy
- Communicating a Digital Marketing Strategy
- Inbound and Outbound Strategies
- Digital Media Examples
- Traditional vs. Digital Marketing
- Principles of ODM's Methodology
- Digital Channels

Developing Marketing Objectives

- SMART Objectives

Managing Your Time Effectively

- Ways of Effectively Dealing with Requests
- Benefits of Effective Time Management
- Distinguish between Urgent and Important
- Tasks
- Best Practices
- Time Saving Strategies
- Eliminating Time-Stealer

Developing Marketing Objectives

- Ways of Effectively Dealing with Requests
- Benefits of Effective Time Management
- Distinguish between Urgent and Important
- Tasks
- Best Practices
- Time Saving Strategies
- Eliminating Time-Stealer

Competitor Analysis

- Target Segmentation
- Competitive Advantage
- Niche Marketing & Segmenting

Tools & Software
Covered

Ubersuggest

Google Ads
KEYWORD PLANNER

GoDaddy

cPanel

GTmetrix

Answer The Public

CONTENT MARKETING

Digital marketing is fascinating and powerful because it's person-orientated, yet also data driven you get to engage with how people think and also see how and what they do. This module is about creating content that speaks to people, but also about sending it out into the big wide digital world at the right time and via the right channels.

Best of all, you get the ability to see what works

Topic's

Content Marketing

- What Is A Content Marketing
- Types of Content Marketing
- Understanding Your Goals
- Content Is The Present & Future Of Marketing
- Preparing Content Marketing - Calendar

Content Marketing Concepts

- Benefits of Content Marketing
- Qualities of Effective Content
- Types of Content
- Content Alignment with the Buyer's Journey
- Community Management

Content Marketing Strategy

- Introduction To Content Marketing Strategy
- Tools, Techniques & Strategies
- Content Distribution
- Measuring & Marketing
- Content to Audience Mapping
- Current Marketing Environment
- Blogging To Build Your Business

Using Content Research to Find Opportunities

- Social Listening
- Competitor Content Analysis
- Content Audit

Developing a Content Marketing Plan

- Content Marketing Goals
- Content/Business Goal Alignment
- Customer Personas
- Content Topics
- Content Management Systems

Creating and Curating Content

- Content Stakeholders
- Content Types and Formats
- Content Tools
- Content Creation Best Practice
- Content Personalization

Tools & Software
Covered

Canva

thinglink..

Trello

HubSpot

Buffer

infogram™

grammarly

SOCIAL MEDIA MARKETING

It's not just social media marketing it's a big, warm, pleasurable social media experience for your audience. Your brand needs to ring loud and clear through all the right platforms and we're going to show you how. Learn how to grow and engage a community around your offering. Give these people more to care about. Reach further with paid marketing and get deeper insights

Topic's

Key Social Platforms for Digital Marketing

- ▮ Benefits of Social Media Marketing
- ▮ Social Media Marketer Responsibilities
- ▮ The Buyer's Journey Stages
- ▮ Influential Social Media Platforms
- ▮ Key Terminology

Setting up a Social Media Experience for a Business

- ▮ Best Social Media Account Practices
- ▮ Facebook for a Business
- ▮ Twitter for a Business
- ▮ LinkedIn for a Business
- ▮ Instagram for a Business

Growing and Engaging an Audience

- ▮ Content Sharing Best Practices
- ▮ Sharing Stories Best Practices
- ▮ Video Content Best Practices
- ▮ Hashtag Usage Best Practices
- ▮ Twitter Content Best Practices
- ▮ LinkedIn Content Best Practices
- ▮ Instagram Content Best Practices

Creating and Optimizing Social Media Campaigns

- ▮ Campaign Set-up
- ▮ Facebook and Instagram Business Manager
- ▮ LinkedIn Campaign Manager

Developing Data-Driven Audience and Campaign

- ▮ Campaign Tools Analysis
- ▮ Facebook Tools and Analytics
- ▮ LinkedIn Tools and Analytics
- ▮ Instagram Tools and Analytics

Add-On

- ▮ Blogging & Storytelling
- ▮ Viral Marketing
- ▮ Social Media Listening
- ▮ Snapchat
- ▮ Pinterest

Tools & Software
Covered



facebook



LinkedIn



Snapchat



Pinterest

SEARCH ENGINE OPTIMIZATION (SEO)

You must be found. Which means you must make yourself found. Search Engine Optimisation is all about getting on that first Google page, staying top of the list and top of mind. Learn the tricks of the trade such as keywords, what kind of content attracts, how to create more engagement and the magical art of conversion. There is so much to 'like'.

Topic's

Understanding SEO

- Introduction to SEO
- SEO Fundamentals
- Paid and Organic Search
- Technical Components for Visibility
- Anatomy of a Search Result (Search Snippet)
- Key SEO Components
- Common Search Query Types
- SERP (Search Engine Results Pages)

Aligning SEO and Business Objectives

- SEO Objective Types
- Create and Implement SEO Objectives
- Indexing & Crawling Basics

Keywords and SEO Content Plan

- Keyword Research Benefits
- Short and Long Tail Keywords
- Conduct Keyword Research
- Convert Keywords into SEO Content

Optimize Organic Search Ranking

- Technical Components for Visibility
- On-page Optimization
- Off-page Optimization

Webpage Understanding

- Web Page Basics Understanding
- Basic HTML Tags to create a web page

Measuring SEO Performance

- Traffic Sources
- SEO Metric Types
- Success Measurement
- Demographic, Geographic Analysis

Enhancing Your Problem-Solving Skills

- Effectively Identify Problems
- Problem Solving Strategy
- Problem Solving Skill Sets

SEO Resources, Careers in SEO

- Effectively Identify Problems
- Problem Solving Strategy

Tools & Software
Covered

ahrefs

Google
Keyword Planner

Google
Analytics

Google Trends

cPanel

WordPress

PAY-PER-CLICK ADVERTISEMENT

Pay-Per-Click campaigns using Google Ads, bid auctions, how to squeeze every drop of value out of paid search campaigns, the tracking of successful conversions, Google Analytics and more... this is turbo-charged marketing practice with pinpoint precision.

Topic's

Fundamentals of Paid Search

- ▶ Paid vs. Organic Search
- ▶ Customer Use of Search Engines
- ▶ Paid Search Benefits
- ▶ Elements of Paid Search Campaigns

Paid Search Campaign Creation with Google Ads

- ▶ Google Ads Manager Account
- ▶ Google Ads Best Practice
- ▶ Google Ads Account Elements
- ▶ Paid Search and SEO Keyword Research
- ▶ Google Ads and Paid Search Campaigns

Search Campaign Management

- ▶ Advertising Budget Management
- ▶ Google Ads Bidding
- ▶ Google Ads Bid Simulator Tool
- ▶ Optimize Paid Search Campaigns
- ▶ Google Ads Editor

Paid Search Campaign Measurement

- ▶ Paid Search KPIs
- ▶ Conversion Tracking
- ▶ Success Metrics
- ▶ Google Analytics Measurement
- ▶ Google Analytics & Search Console Reporting

The Art of Persuasion

- ▶ Persuasion when Interacting with Others
- ▶ Persuasion Techniques for Audience
- ▶ Maximizing impact of Proposals
- ▶ Overcoming Objections to Proposals

Types of Campaigns

- ▶ Search Ads
- ▶ Display Ads
- ▶ Sales Ads
- ▶ Shopping Ads
- ▶ Videos Ads
- ▶ Leads Generation Ads
- ▶ Smart Ads

Tools & Software
Covered



EMAIL MARKETING

Are email lists still relevant? Oh yes. An email is post sent to your virtual home address so it's important - but do it right so that email gets opened and starts your target on a [click-through journey of discovery](#). Also see how it can all be automated for max efficiency. And let's not forget the all-important regulatory stuff.

Topic's

Email Marketing Fundamentals

- Key Concepts
- Inbound Email Marketing
- Legislation and Regulations

Tools and Strategy

- Key Strategy Principles
- Email Service Providers
- Recipient Sources
- Contact Databases

Marketing Automation

- Benefits of Automation Tools
- Key Process Building Blocks

Email Design

- Email Writing and Design
- The Buyer's Journey Alignment
- Subject Lines
- Copy Essentials
- Design Best Practices
- Call-to-Actions (CTAs)
- Image Best Practices

Creating an Effective Email Campaign

- Email Campaign Creation
- Delivery Factors
- Delivery and Placement Challenges
- Campaign Management Best Practices

Testing and Optimizing an Email Campaign

- Test Components
- A/B Testing
- Key Campaign Measurement Metrics
- Optimize Open and Click Through Rates
- Mobile Optimization
- Bounce Rates and Unsubscribes

Customer Acquisition Strategies

- Rented List Emails
- Co-branded Emails
- Third-Party Email Newsletters
- Viral Emails
- Event-Triggered Emails

Tools & Software
Covered



Sender



omnisend



BENCHMARK

WEBSITE OPTIMIZATION

What makes a winning website? This module gives you the skills to create a simple, well-designed, optimised WordPress site that not only looks good but also delivers for your business – goals and solutions stay lined up, nice and clear. Also, let's get user-centric with best practice UX and go deep with data; activity tracking means insight - and insight is power

Topic's

Web Design and Website Optimization

- Website Optimization and SEO
- Optimization and Digital Marketing Strategy
- Design, Construction, Maintenance and
- Optimization in a Marketing Context

Publishing a Basic Website

- Website Hosting Options
- WordPress.org Setup
- WordPress Themes

Website Architecture

- Website Navigation Assessment
- 10 Step Keyword Analysis & Metrix

Design Principles and Website Copy

- Web Design Principles
- Mobile-First Design and SEO
- Copy Best Practice
- A/B Best Practice Testing

User-Centered Design and Website Optimization

- UX and UI Design, Benefits and Principles
- UX Assessment
- User Experience Improvement and User
- Centered Design Methods
- Key Optimization Performance Factors

Website Metrics and Developing Insight

- Website Monitoring
- Evaluation Tools
- Implement Monitoring and Optimization

Agile Thinking & Design Thinking

- Principles of Agile Thinking
- Test and Learn Approaches
- Test and Learn Benefits to Marketers
- Applying Corporate Design Thinking
- Agile Thinking Benefits to Marketers

Other Interlink Concepts

- Google Analytics, Google Search Console, Google Tag Manager Implementation

Tools & Software
Covered



ANALYTICS & REPORTING

Be all seeing, all knowing. This module helps you unleash the awesome capability of data. Discover what you customer wants, likes, needs and does. Go deep inside their journey so you can perfect their seamless path to purchase and beyond. This is not just great power; it is super power. And we also cover the legal stuff because with that thrilling, addictive power comes responsibility.

Topic's

Web Analytics Fundamentals

- ▶ Insight Types for Digital Marketers
- ▶ Analytics Tools for Data Collection, Measurement and Analysis
- ▶ Google Analytics Benefits and Limitations
- ▶ Analytics Reporting Terminology
- ▶ Legal Requirements, Responsibilities

Creating and Configuring a Google Analytics Account

- ▶ Account Setup
- ▶ Tracking Code Installment
- ▶ Key Settings and Navigational Functions
- ▶ Account Settings and Filters
- ▶ Linking Google Analytics and Other Tools

Setting Goals

- ▶ Setup Goals
- ▶ Match Website Activity to Goals
- ▶ Use Goal Funnels to Analyze Customer Conversion Journey

Monitoring Campaigns

- ▶ Campaign Types
- ▶ Audience, Acquisition, Behavior of Google Ads, Bing Ads
- ▶ Events and Conversion Reports
- ▶ Multichannel Funnels Reporting

Analyzing and Recording

- ▶ Track Traffic Changes in Real-Time
- ▶ Custom reporting, Annotations and Custom Segments

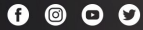
Platform Principles

- ▶ The platform components
- ▶ The data model
- ▶ Measurement Protocol data collection
- ▶ Importing data into Google Analytics
- ▶ Reporting APIs and Report Sampling
- ▶ Bing Analytics & Metrix

Tools & Software
Covered



www.ourdigitalmedia.com



#Ourdigitalmedia

Join Our 15000+ Students Club

Online and classroom learning + the 'human touch' you'll only get from us !!!

We make online learning enticing with our virtual classrooms. Also we have offline classes for you, which will provide you amazing exposure with great experience to meet your career needs at your convenience.

OUR GALLERY



Our Digital Media

Soul Of Digital Marketing

World's No 1 Customized Digital Marketing Course Online/ Offline

Learn from the Scratch and Enjoy your Educational Journey

Researched and carefully curated relevant content

Our courses are designed considering the market needs and its researched and curated which will keep you at pace with a rapidly changing world.



**A team of humans dedicated
to your success**

A team of experts and trainers will be with you to add value to your knowledge and learning experience. Our subject matter experts will guide you in every step toward your success.



LET'S LISTEN FROM OUR STUDENTS

“

I chose this course because I wanted to improve my Digital Marketing skills. I chose The ADM Course because it is very affordable and I am very happy with the timetable.

- Vidya
Digital Marketing Associate

”

“

I was clueless regarding my career, but had an inclination towards the field of digital marketing. I had researched a lot of institutes and found this institute where I got the right consultation and knowledge.

- Naveen
Digital Marketing Executive

”

“

“Before I came here, I didn't know anything about ADM Online Course but after 3 months studying here my DM has improved much quickly than I ever expected. I will absolutely gain a good knowledge & I personally recommend it for new students.

- Ankitha
Digital Marketing Manager

”

“

Congratulations
“Student of the Year - 2022”



Thanks to their friendly teachers and helpful staff, I could find the best course to suit me. In just three weeks I had the chance to fully prepare for my exam and at the same time make friends with people from all over the world. Now I have a good career in Digital Marketing as a Manager in Amazon, Bangalore.

Ranked No #1

-Vishal
Digital Marketing Manager

”

“

Congratulations
“Student of the Year - 2022”



My experience at **Our Digital Media** is great and memorable. The mentors at Sharda University helped us enhance my academic and interpersonal skills. I am thankful to Training & Placement cell for providing a platform to enhance my skills and an opportunity to showcase them. In the last I am saying that The World is here at **Our Digital Media**.”

Ranked No #2

-Harshita Sachdeva
Digital Marketing Manager

”

“

Our Digital Media and **Balaji Sir** have put in all the efforts to groom us and make us corporate professionals. It was a wonderful experience at Sharda University.

-Adeeba Fatima
Junior Digital Marketer

”

“

My experience at **Our Digital Media** is great and memorable. The teachers and mentors are really helpful and helped me to improve my academic and interpersonal skills.

-Aditi Semwal
Entrepreneur

”

“

My life at **Our Digital Media** made me stronger and took me a step ahead for being an independent woman. I would like to specially thank the placement cell for guiding me and providing me a good platform (company) for my career.

-Aditi Semwal
Senior Digital Marketer

”



OUR BENEFITS & PROMISE

The Benefits Of An Advanced Digital Marketing Program (A D M)

India's Most Advanced Digital Marketing Curriculum.

- Access **100+** Premium Tools.
- Get Trained By Industry Expert.
- Get Hands-on Experience On Real Time **Live Digital Marketing Projects**.
- Get One-on-one Personal Consultation For **Doubts And Clarifications**.
- Get Personalized **HR Career Consulting Services**.
- Get 2 Years Of Dedicated Support For Every Student.
- Get 200+ E-books.
- Course Material (**Hard & Soft Copy**).
- **128 GB Pendrive** with **Video Tutorials & Assessment**.
- **100 % Placement** Assistance (90+ Attendance Mandatory).
- **10 Certification** from Google, Lynda, WebFx & ODM.

- Our Brand Promise



20+
Qualified Faculty



10 + Certification



Video
Tutorials



15+ Add On



Weekly
Assessment



EMI
Facility



Personal Home
Training



Online Training



50+ Tools



128 GB Pendrive
(Video, Case Study etc.,)



Dedicated
Classroom Trainer



24/7 Students
Guidance

124 + COMPANIES

HIRED STUDENTS FROM OUR DIGITAL MEDIA

(Soul of Digital Marketing)

BE THE NEXT !!!



Our Digital Media

Soul Of Digital Marketing

You will get insights from our experts, who will give you tips, and techniques on learning invaluable to bringing your online learning to the real world. We have an industry interface that is unique and will facilitate for right career opportunity in digital marketing.

Our Digital Media Associated By Premier Digital Marketer (OPC) Private Limited
GSTIN: 33AAMCP5878N1ZJ

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